

Pulsar



Goal-constrained bidding for Amazon Ads · Sponsored Products · Brands · Display

You set the ceiling. Pulsar maximizes everything under it.

Tell Pulsar what a product family may spend — a maximum ACOS or TACOS — and what to maximize: revenue, units, or profit. Pulsar treats your target as a hard ceiling, never as a number to drift toward. Every bid is computed from what a click is actually worth, and every increase in spend has to prove it buys real sales.

$$\text{bid} = \lambda \times \text{ceiling} \times \text{value per click}$$

pacing dial your max ACOS / TACOS expected sales a click generates

How it works

1 It knows what a click is worth

Every keyword and product target gets a live estimate of the sales one click will generate. Keywords with little data inherit their estimate from the ad group, campaign, and product family above them — no decisions are ever made on statistical noise.

2 One dial per product family

A single pacing dial (λ) steers each portfolio. Over the ceiling, the dial turns down for every bid at once; under it, the dial may turn up. The ceiling is enforced where you set it — parent or child — and budget flows automatically to the most valuable clicks.

3 Market-aware, never market-blind

Stock levels, Buy Box status, and delivery health inform the engine: out-of-stock days never poison the learning data, a lost Buy Box is never misread as a bidding problem, and a hero variant going out of stock lowers value estimates gradually — ads are never paused on inventory data.

4 Every raise must prove itself

Spending more is an experiment, not a right. After each increase, Pulsar measures whether sales actually followed at a marginal cost inside your ceiling — if not, the raise is taken back. A slow TACOS loop on total sales catches anything ad attribution over-credits.

Objectives: Revenue · Units · Profit **Constraint:** max ACOS or max TACOS — set per parent, child, or product group

Engineered to be safe by construction

Time-budgeted moves

bids travel a bounded distance per week — reruns are harmless

Serve floors

cuts never starve a keyword below where it can win data

Shadow mode first

every account runs simulated before a single live change

Fail-closed & audited

any error stops the run before it acts; every change is logged